

Feliz Seasoning Launches Its Debut Collection with A Celebration of Flavor, Family, and Heritage

A sensory journey through flavor, memory, and the joy of cooking from the heart.

SAN DIEGO, CA, UNITED STATES, October 10, 2025 /EINPresswire.com/ -- Feliz Seasoning proudly unveils its first collection of handcrafted, Mexican-inspired blends, a line born from cherished family recipes and reimagined by creator Mayeli Alonso. Each seasoning captures the heart of tradition while embracing today's bold, contemporary palate.

To mark the launch, Alonso personally extended invitations to select media, underscoring the brand's commitment to authentic storytelling and meaningful connection through flavor.

"Flavor is memory made tangible," says Mayeli Alonso. "This collection is the joyful bridge between generations and today's bold palate, a celebration of color, aroma, and that spark of life that begins in the kitchen."

What's Being Launched

A curated lineup of artisanal seasonings, inspired by recipes passed down through generations and refined under Alonso's creative vision. Each blend was crafted to honor family heritage while offering fresh, versatile flavors for modern kitchens.

Why It Matters

- Heritage meets modern flavor: Every seasoning tells a story from smoky warmth to bright citrus notes designed to elevate home cooking into a full sensory experience.
- Rooted in storytelling: The brand celebrates the people, places, and memories that have flavored the Alonso family through time.

The Experience

Editors and tastemakers were invited to explore "A Sensory-Tue". An immersive tasting concept



A Taste From The Soul

where they can sample the debut flavors, hear the stories behind each blend, and see firsthand how these seasonings bring ordinary meals to life.

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